## ORDER

Alt Order #: 08879341 Product Desc: NRSC-HELLER Estimate:

Order / Rev:

Flight Dates: Original Date / Rev: 10/09/12 / 10/11/12

Order Type:

10/10/12 - 10/16/12

GENERAL

37554

KLAS

Primary AE:

Sales Office:

Sales Region:

Mike Jones

K-WAS

National

Name: Agency

**Buying Contact:** 

Billing Contact:

3299 K St. NW

Washington, DC 20007

Strategic Media Services

Billing Type:

Billing Calendar:

Billing Cycle:

Agency Commission:

15%

00:15:00

Cash

Broadcast

EOM/EOC

Advertiser

Orders

Name:

Demographic:

Product Codes:

Priority:

Revenue Codes:

Heller - NRSC

A25-54

PO1

LV4

AGY, POL, CAND

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

End Date # Spots Gross Amount Net Amount Start Date 10/01/12 10/16/12 23 \$24,705.00 \$20,999.25

**Totals** Rating Month # Spots Gross Amount Net Amount October 2012 \$24,705.00 \$20,999.25 0.00 23 0.00 \$24,705.00 \$20,999.25 Totals

**Account Executives** 

Sales Office Sales Region Start Date / End Date Order % Account Executive

Mike Jones

Start Of Order - End Of Order

100%

Ln Ch Start End Inventory Code B	reak Start/End Time Da	iys Len Spots	Rate Pri	Rtg Type Spo	ots	Amount
N 1 8 10/16/12 10/16/12 Tue 9-10p C NCIS: LA	М 9-10р -т	:30 2	\$2,100.00LV2	0.00 NM	2	\$4,200.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/N</u> Week: 10/15/12 10/21/12 ~T	Veek         Rate         Rating           2 \$2,100.00         0.00					
N 2 8 10/15/12 10/15/12 Mon 10-11p C Hawaii Five-O	M 10-11p M-	:30 1	\$2,100.00LV2	0.00 NM	1	\$2,100.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/N</u> Week: 10/15/12 10/21/12 M	<u>Veek Rate Rating</u> 1 \$2,100.00 0.00					
N 3 8 10/10/12 10/10/12 Wed 8-9p C Survivor: Philippines	M 8-9p	w :30 1	\$2,200.00LV2	0.00 NM	1	\$2,200.00
Start Date End Date Weekdays Spots/N Week: 10/08/12 10/14/12W	<u>Veek Rate Rating</u> 1 \$2,200.00 0.00					
N 4 8 10/14/12 10/14/12 Sun 8-9p C The Amazing Race	M 8-9p	S :30 1	\$7,350.00LV1	0.00 NM	1	\$7,350.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/N</u> Week: 10/08/12 10/14/12S	<u>Veek Rate Rating</u> 1 \$7,350.00 0.00					
N 5 8 10/12/12 10/12/12 Fri 9-10p C Made In Jersey	M 9-10p	F :30 1	\$1,400.00LV2	0.00 NM	0	\$0.00
Start Date         End Date         Weekdays         Spots/No           Week: 10/08/12         10/14/12        F	1 \$1,400.00 0.00			B. T.		
Spot Ch Date Range Description  1 8 10/08/12-10/14/12 Fri 9-10p  Credited  [due pgm chg]	Start/End Time 9-10p	<u>Weekdays</u> <u>Le</u>	ength <u>Rate</u> :30(\$1,400.00)	Rtg Type 0.00 NM		

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**KLAS** 

Order / Rev:

37554

Advertiser:

Heller - NRSC

Alt Order #: Flight Dates: 08879341

**Product Desc: NRSC-HELLER** 

10/10/12 - 10/16/12

Estimate:

Ln Ch Start End **Inventory Code** Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount 0.00 NM N 6 8 10/10/12 10/10/12 Wed 9-10p CM 9-10p :30 \$2,500.00 LV2 \$2,500.00 **Criminal Minds** Start Date **End Date** Weekdays Spots/Week Rate Rating 10/14/12 --W----\$2,500.00 0.00 Week: 10/08/12 The Talk 2-3P 8 10/10/12 10/12/12 CM 2-3p --WTF--:30 \$375.00LV2 0.00 NM 1 \$375.00 The Talk Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/08/12 10/14/12 --WTF--\$375.00 0.00 10/16/12 10/16/12 Tue 10-11p CM 10-1030p :30 \$350.00LV2 0.00 NM \$350.00 (10:00 PM-10:30 PM) **Start Date End Date** Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 -T----\$350.00 0.00 10/16/12 10/16/12 Tue 10-11p 1030-11p :30 \$325.00LV2 0.00 NM \$325.00 Inside Edition (10:30 PM-11:00 PM) Start Date Weekdays **End Date** Spots/Week Rate Rating Week: 10/15/12 10/21/12 -T----\$325.00 0.00 N10 10/10/12 10/12/12 8 News Now 5-630p M-FCM 5-630p --WTF--:30 \$500.00 LV2 0.00 NM 2 \$1,000.00 8 News Now 5-630p M-F Start Date **End Date** Weekdays Spots/Week Rating <u>Rate</u> Week: 10/08/12 10/14/12 --WTF--\$500.00 0.00 10/13/12 10/13/12 ACC Football ----S-:30 1 \$1,050.00LV1 0.00 NM \$1,050.00 N 11 CM 930a-12pm 1 ACC Football Weekdays Spots/Week Start Date **End Date** Rate Rating Week: 10/08/12 10/14/12 ----S-\$1,050.00 0.00 10/14/12 10/14/12 8 News Now Sun AM #2CM 8 News Now Sun A----S :30 0.00 NM N12 1 \$1,225.00LV1 \$1,225.00 1 8 News Now Sun AM #2 Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/08/12 10/14/12 ----s \$1,225.00 0.00 ----s-10/13/12 10/13/12 8 News Now Sat 5-7p :30 \$225.00LV2 0.00 NM 2 N 13 8 CM 5-7p 2 \$450.00 8 News Now Sat 5-7p **End Date** Start Date Weekdays Rating Spots/Week Rate Week: 10/08/12 10/14/12 ----S-2 \$225.00 0.00 ----s-10/13/12 10/13/12 Sat 1135p-1235a Priv P@M 1135p-1235a :30 \$95.00LV2 0.00 NM N 14 1 \$95.00 **Private Practice** Weekdays Start Date **End Date** Spots/Week Rating Rate ----S-Week: 10/08/12 10/14/12 \$95.00 0.00 10/13/12 10/13/12 Sat 135-235a Cold Squa@M 135-235am :30 \$40.00LV2 0.00 NM ----S-1 \$40.00 Cold Squad **End Date** Spots/Week Rating Start Date **Weekdays** Rate Week: 10/08/12 10/14/12 \$40.00 0.00 N16 10/10/12 10/12/12 8 News Now 4-5a CM 4-5a --WTF--:30 1 \$25.00LV4 0.00 NM 1 \$25.00 8 News Now 4-5a Weekdays Start Date **End Date** Spots/Week Rate Rating Week: 10/08/12 10/14/12 --WTF--0.00 \$25.00 N17 10/10/12 10/12/12 8 News Now 4-5a CM 4-5a --WTF--:30 \$20.00LV3 0.00 NM \$20.00 8 News Now 4-5a Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/08/12 --WTF--10/14/12 \$20.00 0.00 1 **Description** Start/End Time **Length** Spot Ch Date Range Weekdays Rate Rtq Type 8 10/08/12-10/14/12 8 News Now 4-5a 4-5a --WThF---:30 (\$20.00) 0.00 NM See MG 17.2 8 10/10/12-10/10/12 8 News Now 4-5a 4-5a :30 \$20.00 0.00 NM MG for 17.1 10/10 N 18 10/13/12 10/13/12 Sat Prime Special CM 730-10p ----S-:30 \$500.00LV2 0.00 NM 2 \$1,000.00 KLAS Movie: The Fan Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/08/12 10/14/12 \$500.00 0.00 10/13/12 10/13/12 ACC Football 930a-12pm CM ----S-:30 \$300.00LV2 0.00 NM 1 \$300.00 **ACC Football** 

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**KLAS** 

Order / Rev:

37554

Advertiser:

Heller - NRSC

Alt Order #: Flight Dates:

08879341

10/10/12 - 10/16/12

Product Desc:

NRSC-HELLER

Estimate:

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
N 19	8	10/13/12	10/13/12	ACC Football ACC Football	СМ	930a-12pm	S-	:30	1	\$300.00LV2	0.00 NM	1	\$300.00
141			End Date 10/14/12	Weekdays	Spots/Week	<u>Rate</u> \$300.00	Rating 0.00						
N 20				Sat 135-235a Col	d Squa@M	135-235am	S-	:30	1	\$100.00LV1	0.00 NM	1	\$100.00
				Cold Squad									
	<u>St</u>	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
w	eek: 10	/08/12	10/14/12	S-	1	\$100.00	0.00						

Totals 23 \$24,705.00